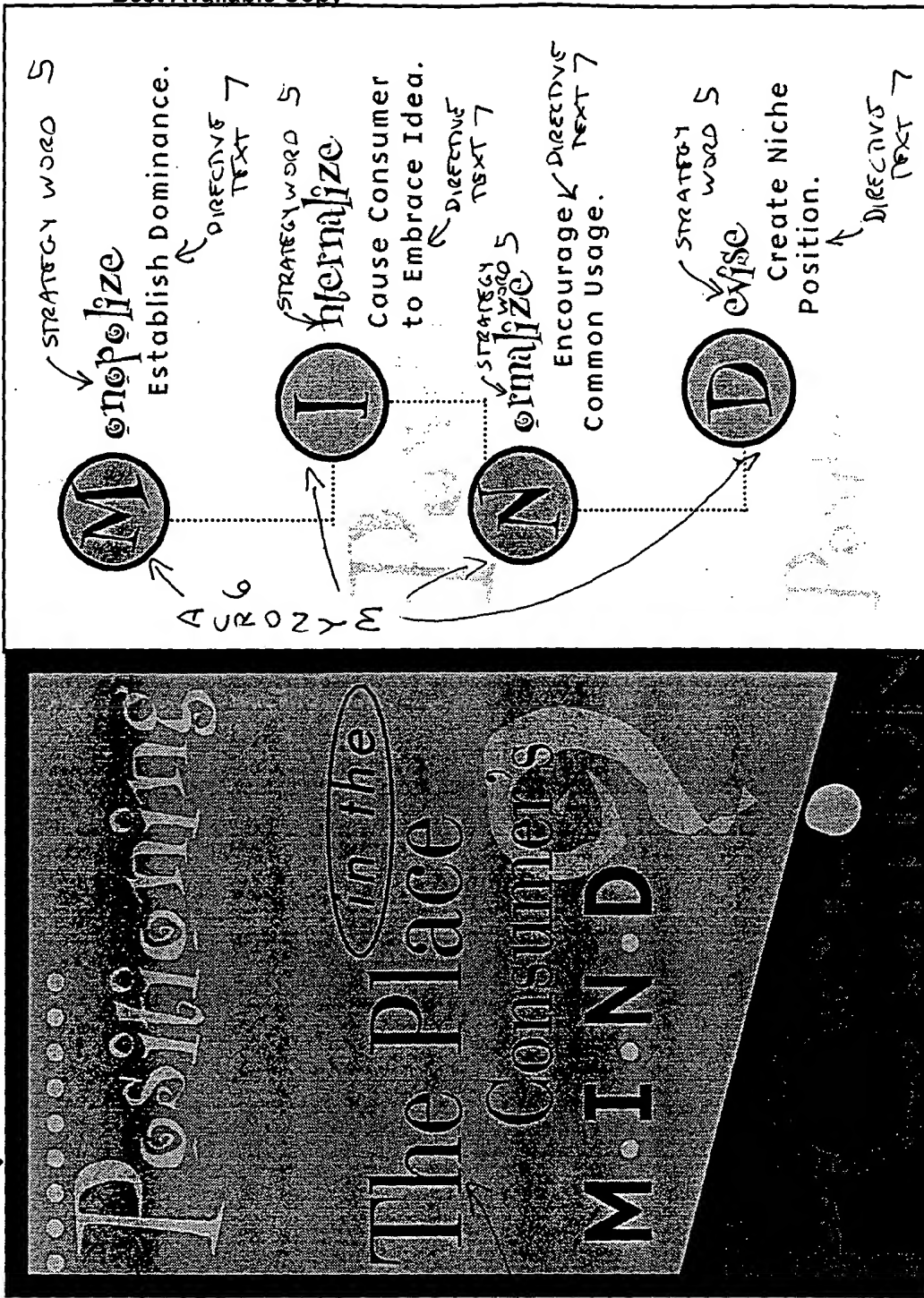


FIG. 1

PRINCIPLE CARD 1

FRONT SIDE 2

BACK SIDE 3



PRINCIPLE WORD 4

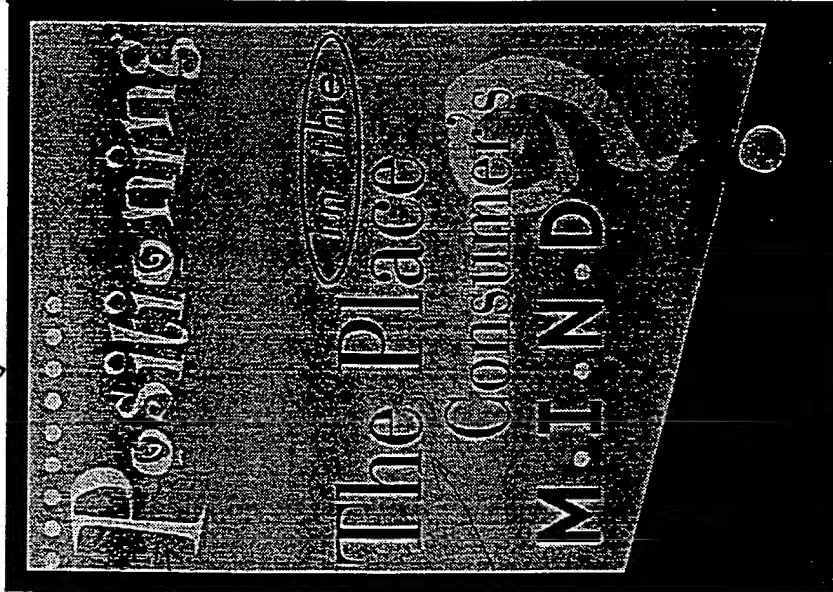
PHRASE 12

FIG. 2

STRATEGY CARD 8

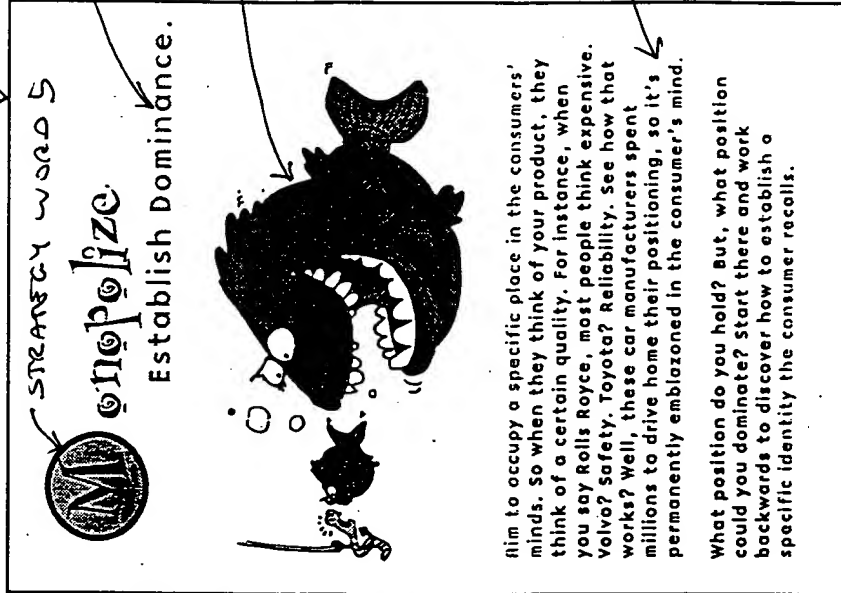
FRONT PORTION 9

BACK PORTION 10



PRINCIPLE
WORD 4

PHRASE
12



PRINCIPLE
TEXT 7

SKETCH 11

EXPLANATORY
TEXT 13

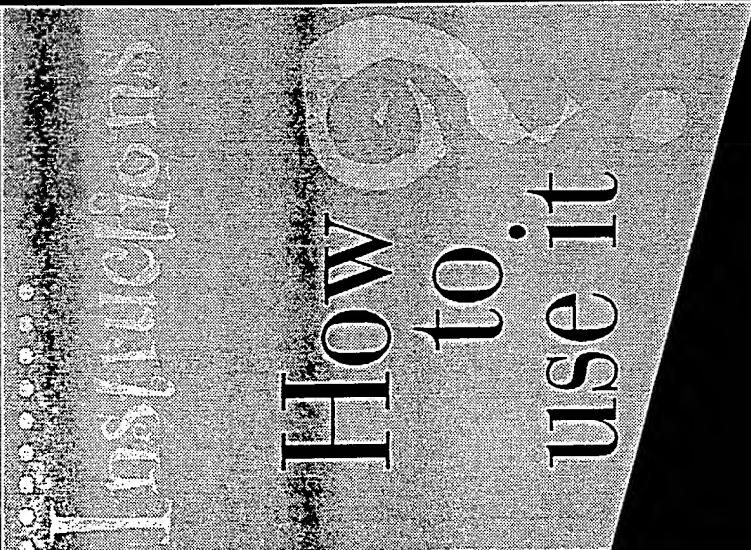
aim to occupy a specific place in the consumers' minds. So when they think of your product, they think of a certain quality. For instance, when you say Rolls Royce, most people think expensive. Volvo? Safety. Toyota? Reliability. See how that works? Well, these car manufacturers spent millions to drive home their positioning, so it's permanently emblazoned in the consumer's mind.

What position do you hold? But, what position could you dominate? Start there and work backwards to discover how to establish a specific identity the consumer recalls.

FIG. 3

INSTRUCTIONAL CARD 14





Instructions

How to use it

MARKETING FACILITATOR™ INSTRUCTIONS

MARKETING FACILITATOR™ ...How to use it?

2. Focus on 1 Principle at a Time.

Choose an anagram and master one card at a time. See how many new ideas you can come up with to execute each strategy. If you're defining your audience, you might think about what you need to do to ANALYZE your target. Do you need to conduct surveys, focus groups, 1-on-1 interviews? What will help you better understand your specific market?